

PHLY-24,738

OFFICIAL PATENT**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****RECEIVED
CENTRAL FAX CENTER
JUN 08 2004**

In re application of: Jeffrey Jovan Philyaw and David Kent Mathews
Serial No.: 09/382,372
Filed: August 24, 1999
Group: 2142
Examiner: Kang
For: Method and Apparatus for Matching a User's Use Profile in Commerce with a Broadcast

Mail Stop: FEE AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to Assistant Commissioner for Patents, Washington, DC 20231 on

6/8/04
(Date of Deposit)

Gregory M. Howison
(Name of Person Mailing Document)

(Signature)

018106

Dear Sir:

AMENDMENT AND RESPONSE TO OFFICE ACTION

In response to the Office Action of March 9, 2004, please amend the above-referenced patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 4 of this paper.

AMENDMENT AND RESPONSE
S/N 09/382,372
Atty. Dkt. No. PHLY-24,738